

FIG. 1

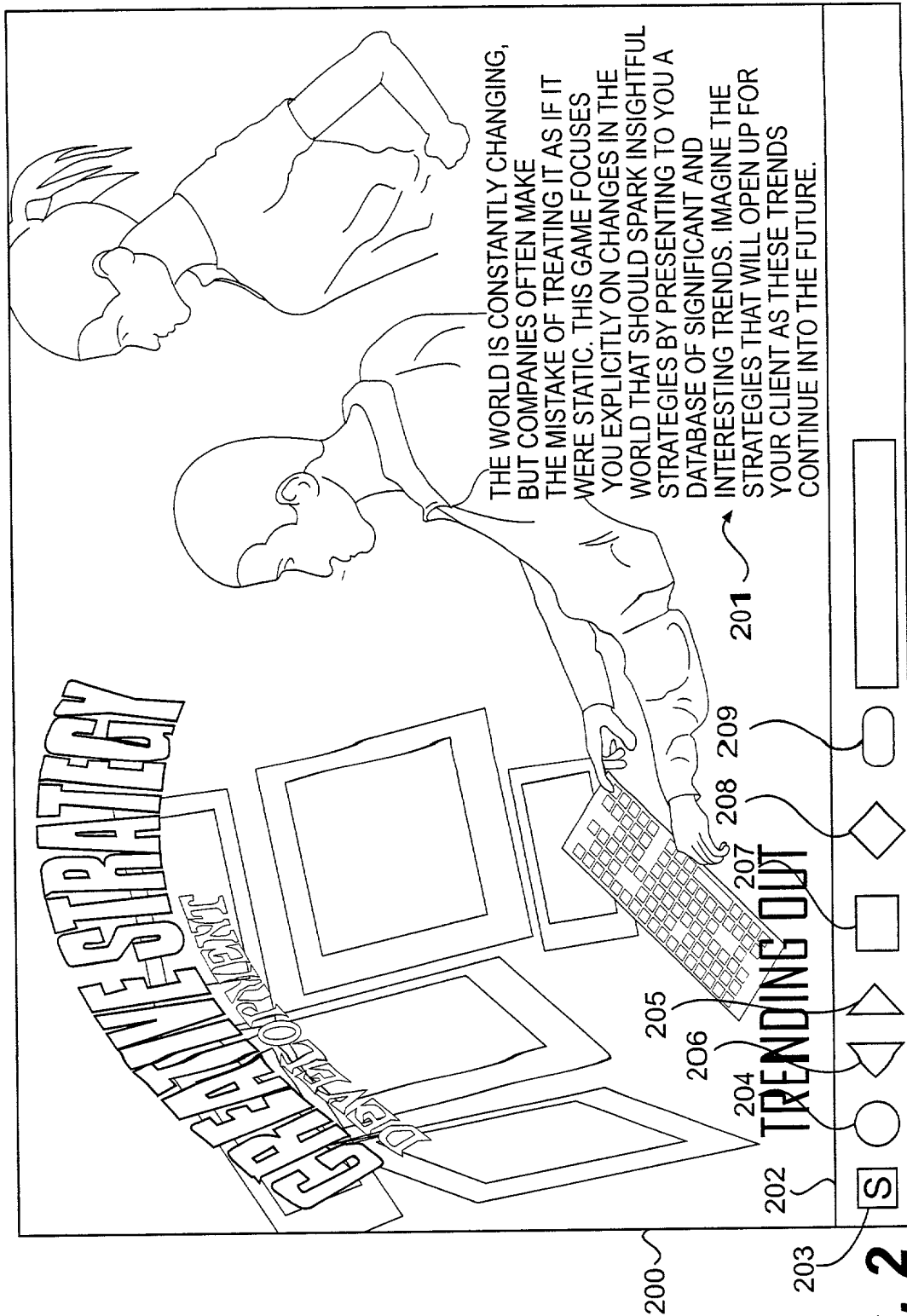


FIG. 2

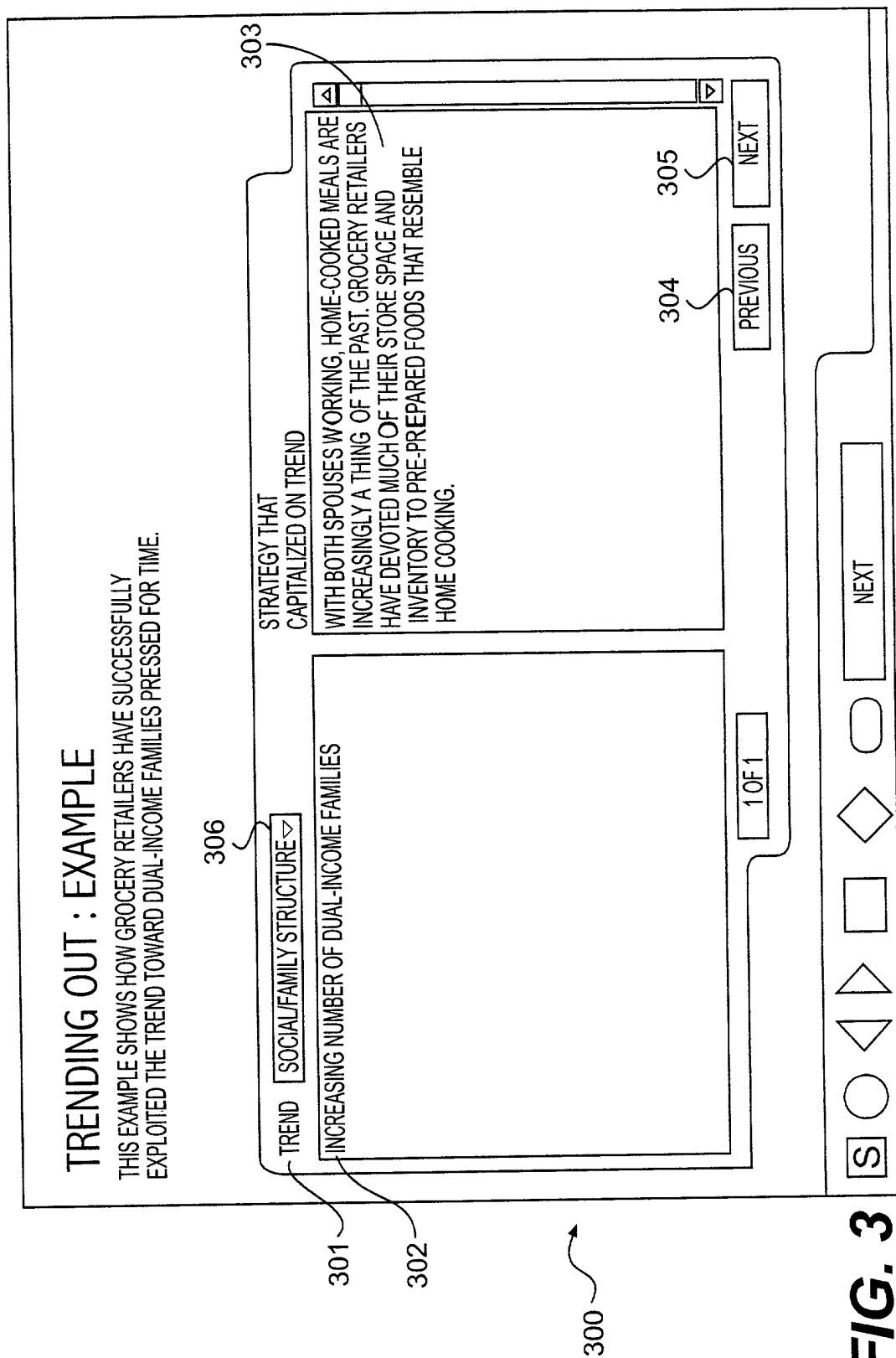


FIG. 3

TRENDING OUT : PLAY IT!

THE LEFT-HAND SIDE OF THE TABLE PRESENTS YOU WITH BOTH SOME MACRO-LEVEL TREND CATEGORIES - AVAILABLE FROM THE DROP-DOWN MENU - AS WELL AS SOME SPECIFIC TRENDS WITHIN THOSE CATEGORIES, AVAILABLE BY CLICKING ON THE "NEXT" BUTTON AT THE BOTTOM RIGHT-CORNER OF THE TABLE. DESCRIBE A STRATEGY THAT COULD CAPITALIZE ON THIS TREND AND WRITE IT IN THE CORRESPONDING RIGHT-HAND SIDE OF THE TABLE. WE ALSO ENCOURAGE YOU TO BRAINSTORM ADDITIONAL TRENDS THAT MAY BE RELEVANT FOR YOUR COMPANY AND TO DESCRIBE RELEVANT STRATEGIES FOR THOSE TRENDS. TO ADD YOUR OWN TREND, CLICK ON THE "ADD" BUTTON.

SELECT A TREND CATEGORY FROM THE PULLDOWN MENU. CLICK NEXT TO NAVIGATE TO THE NEXT TREND.

401

402

403

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407

10F6

PREVIOUS

REMOVE

ADD

NEXT

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NEXT

FIG. 4A

TRENDING OUT : PLAY IT

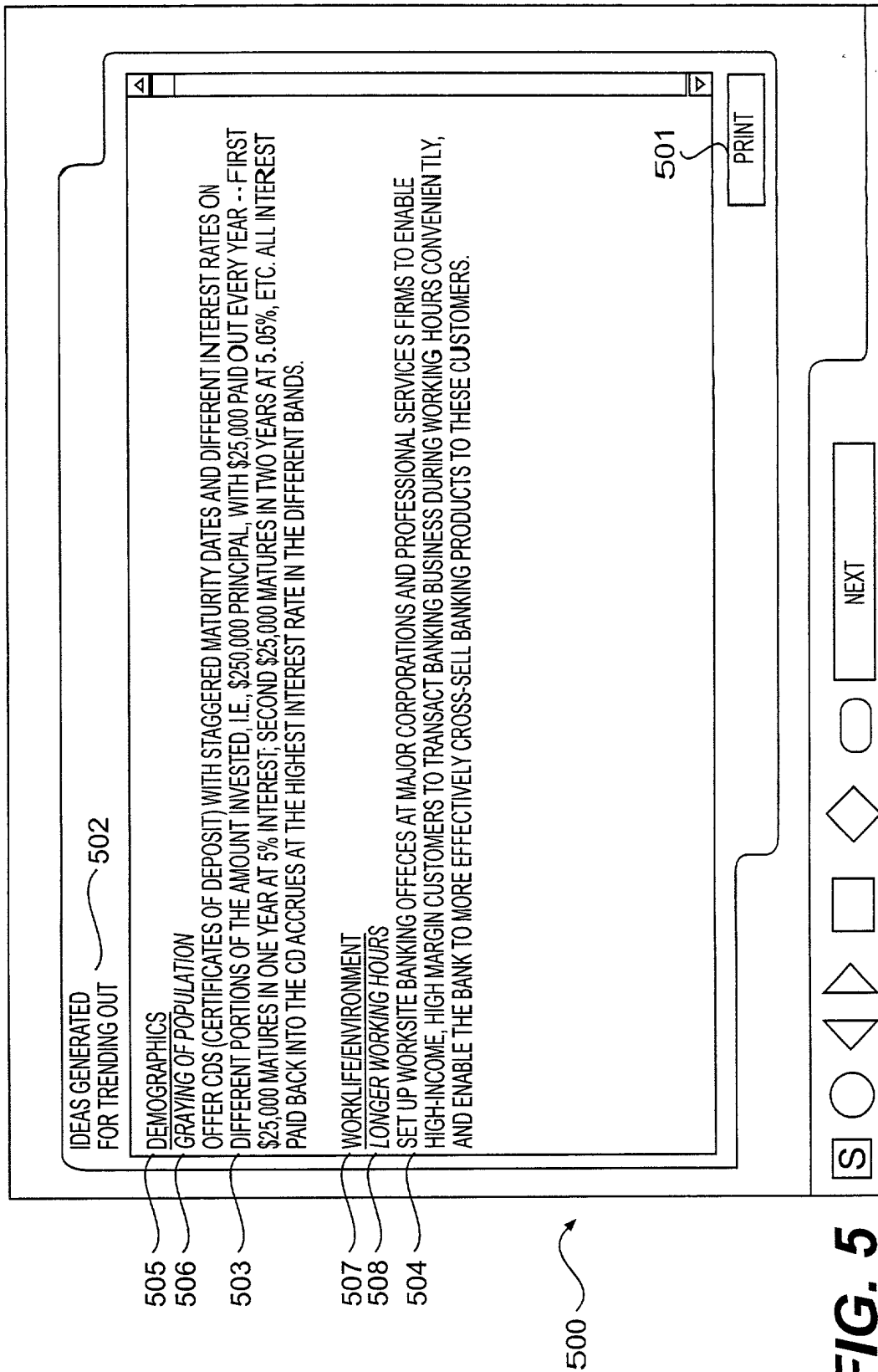
THE LEFT-HAND SIDE OF THE TABLE PRESENTS YOU WITH BOTH SOME MACRO-LEVEL TREND CATEGORIES - AVAILABLE FROM THE DROP-DOWN MENU - AS WELL AS SOME SPECIFIC TRENDS WITHIN THOSE CATEGORIES, AVAILABLE BY CLICKING ON THE "NEXT" BUTTON AT THE BOTTOM RIGHT-HAND CORNER OF THE TABLE. DESCRIBE A STRATEGY THAT COULD CAPITALIZE ON THIS TREND AND WRITE IT IN THE CORRESPONDING RIGHT-HAND SIDE OF THE TABLE. WE ALSO ENCOURAGE YOU TO BRAINSTORM ADDITIONAL TRENDS THAT MAY BE RELEVANT FOR YOUR COMPANY AND TO DESCRIBE RELEVANT STRATEGIES FOR THOSE TRENDS. TO ADD YOUR OWN TREND, CLICK ON THE "ADD" BUTTON.

SELECT A TREND CATEGORY FROM THE PULLDOWN MENU. CLICK NEXT TO NAVIGATE TO THE NEXT TREND.

TREND	STRATEGY TO CAPITALIZE ON TREND
<div> <div>DEMOGRAPHICS</div> <div> GRAYING DEMOGRAPHICS ENVIRONMENT/ECOLOGY LIFESTYLE WORK/LIFE/ENVIRONMENT MEDIA/INFORMATION FAMILY/SOCIAL STRUCTURE POLITICAL SYSTEMS EDUCATION MOBILITY MEDICINE/HEALTH VALUES/IDEOLOGY BUSINESS ECONOMICS TECHNOLOGY </div> </div>	

1 OF 6
NEXT
PREVIOUS
REMOVE
ADD
NEXT

FIG. 4B



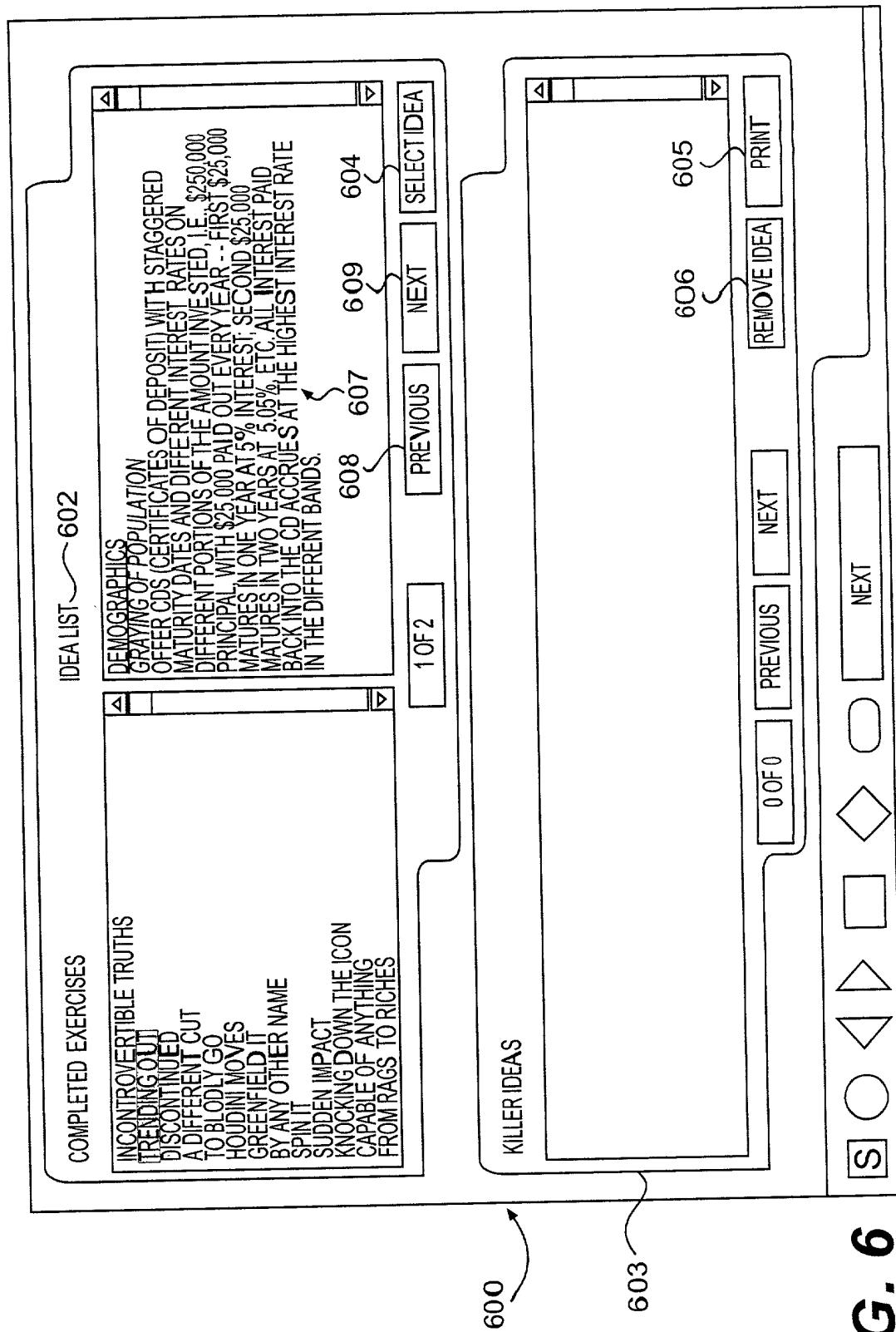


FIG. 6

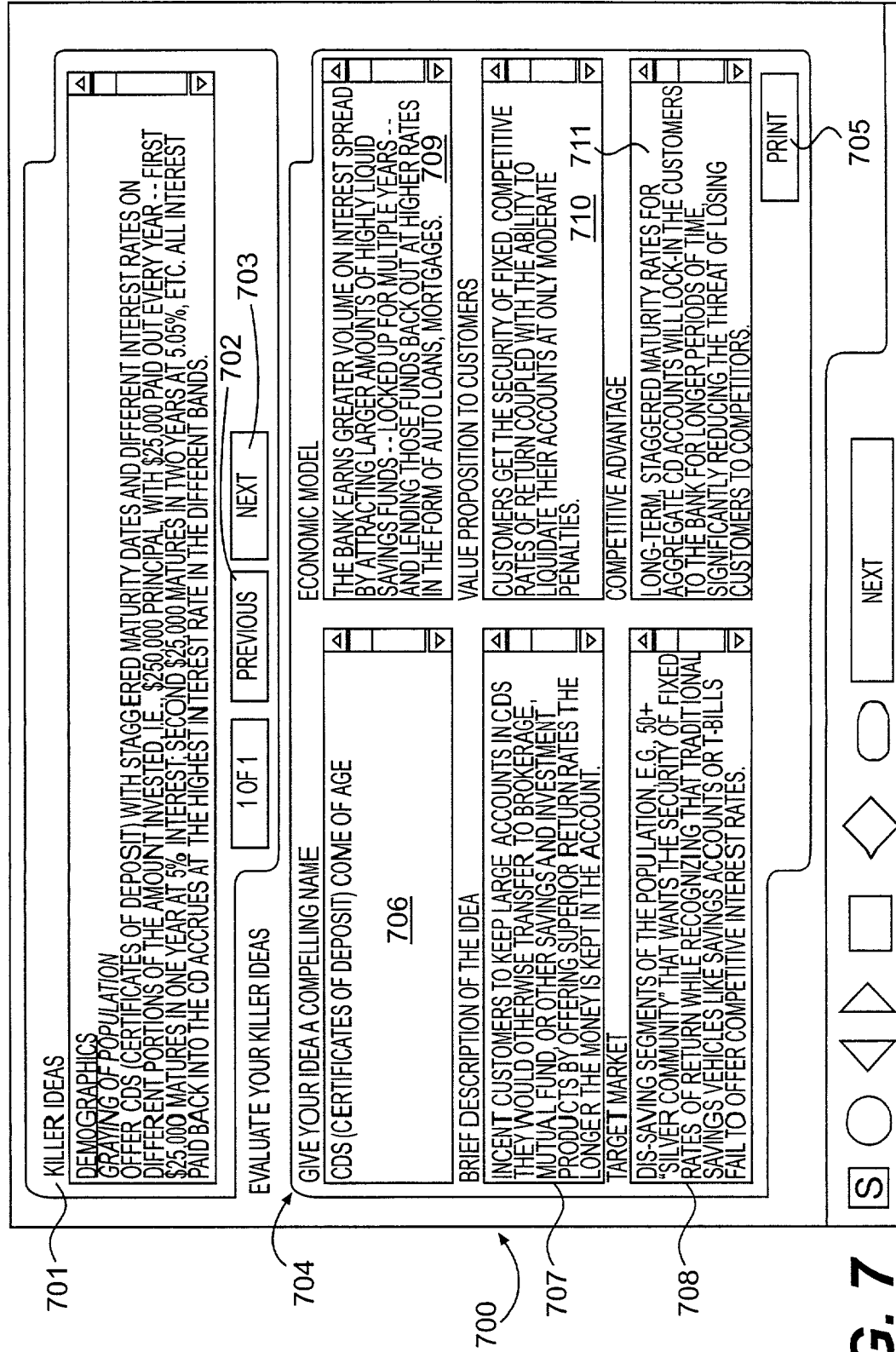


FIG. 7

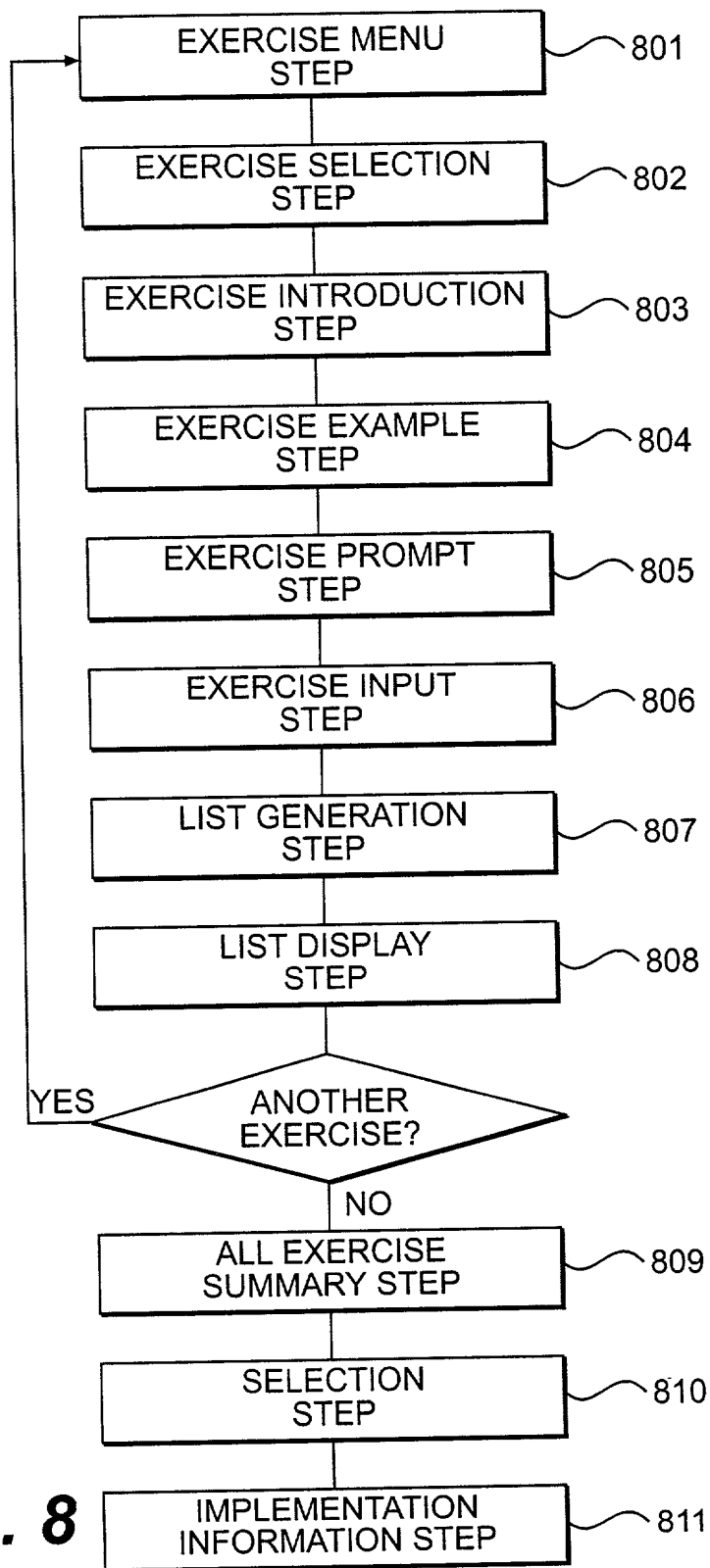


FIG. 8

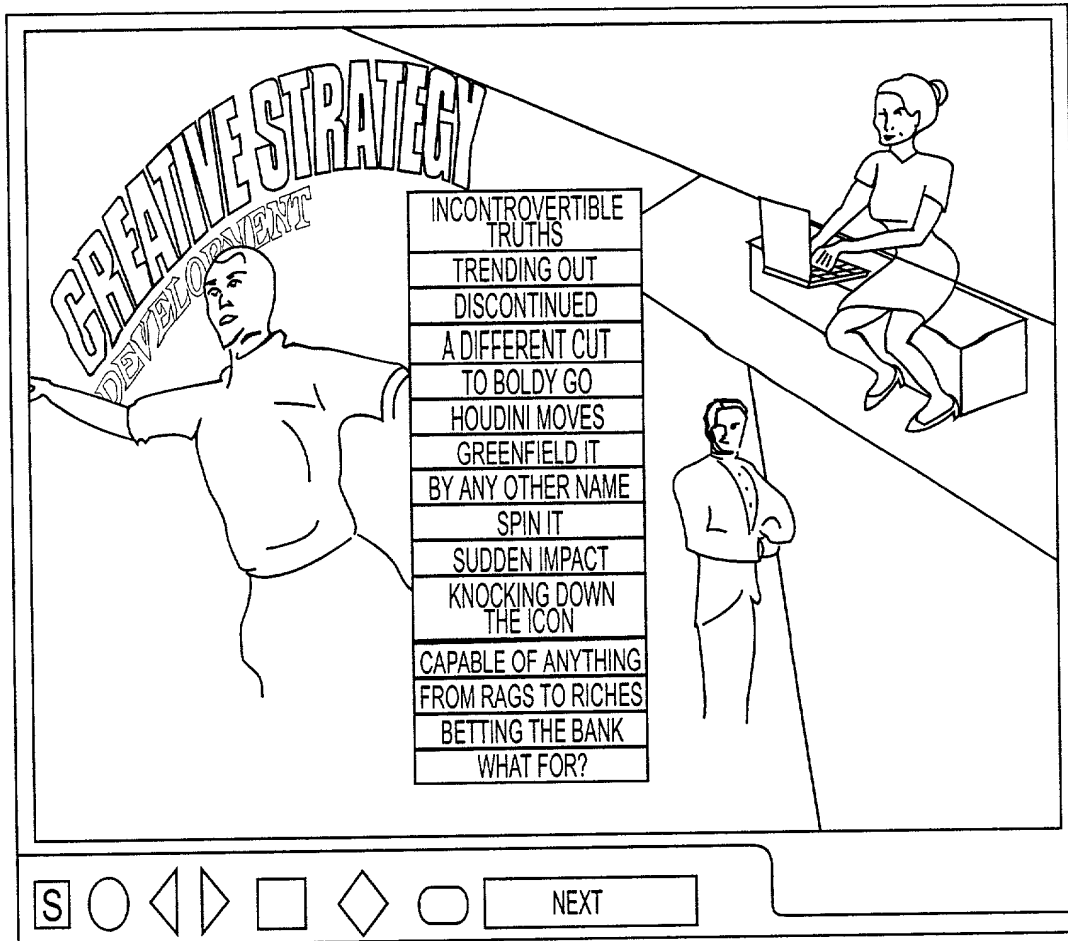


FIG. 9

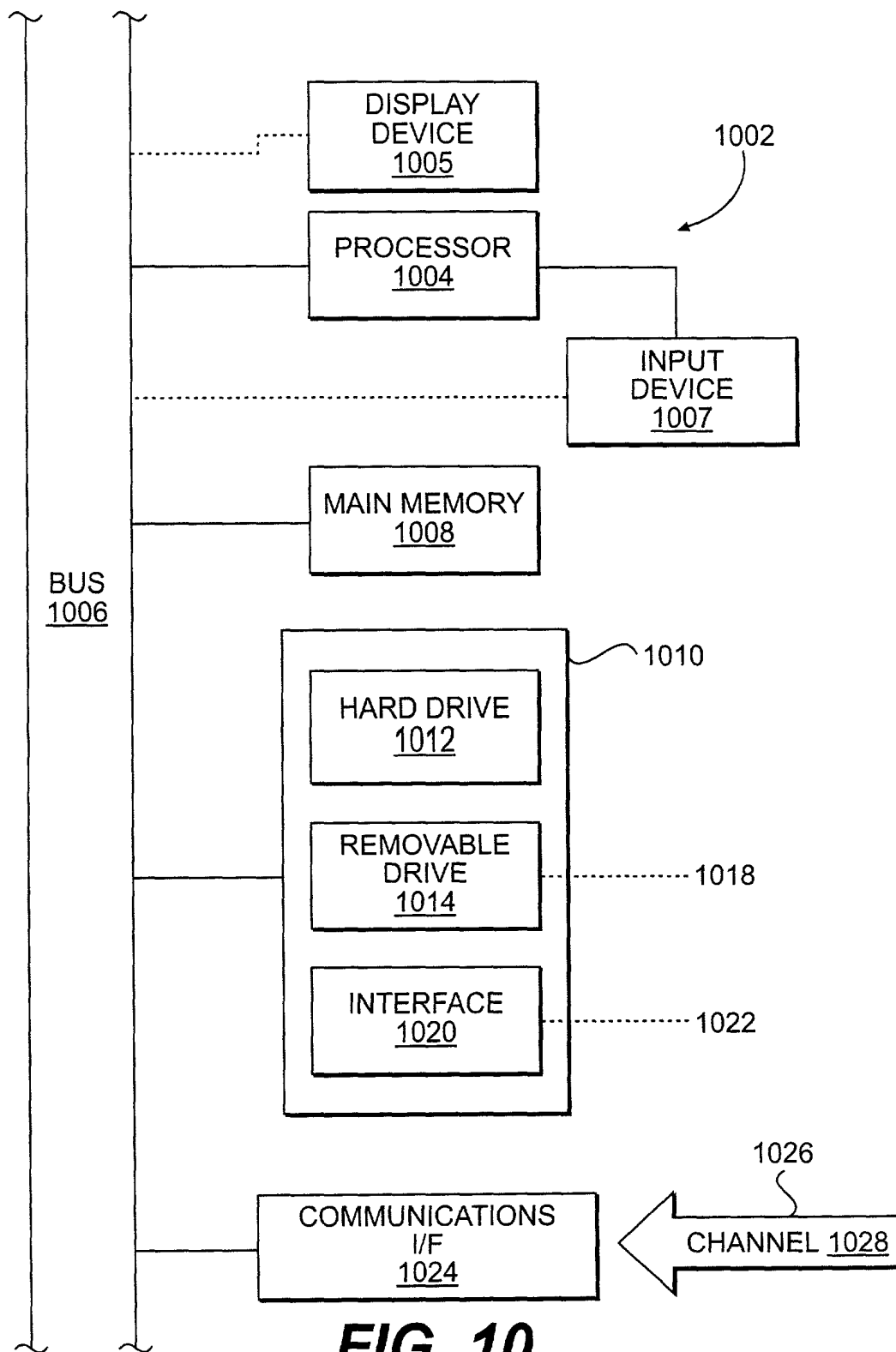


FIG. 10